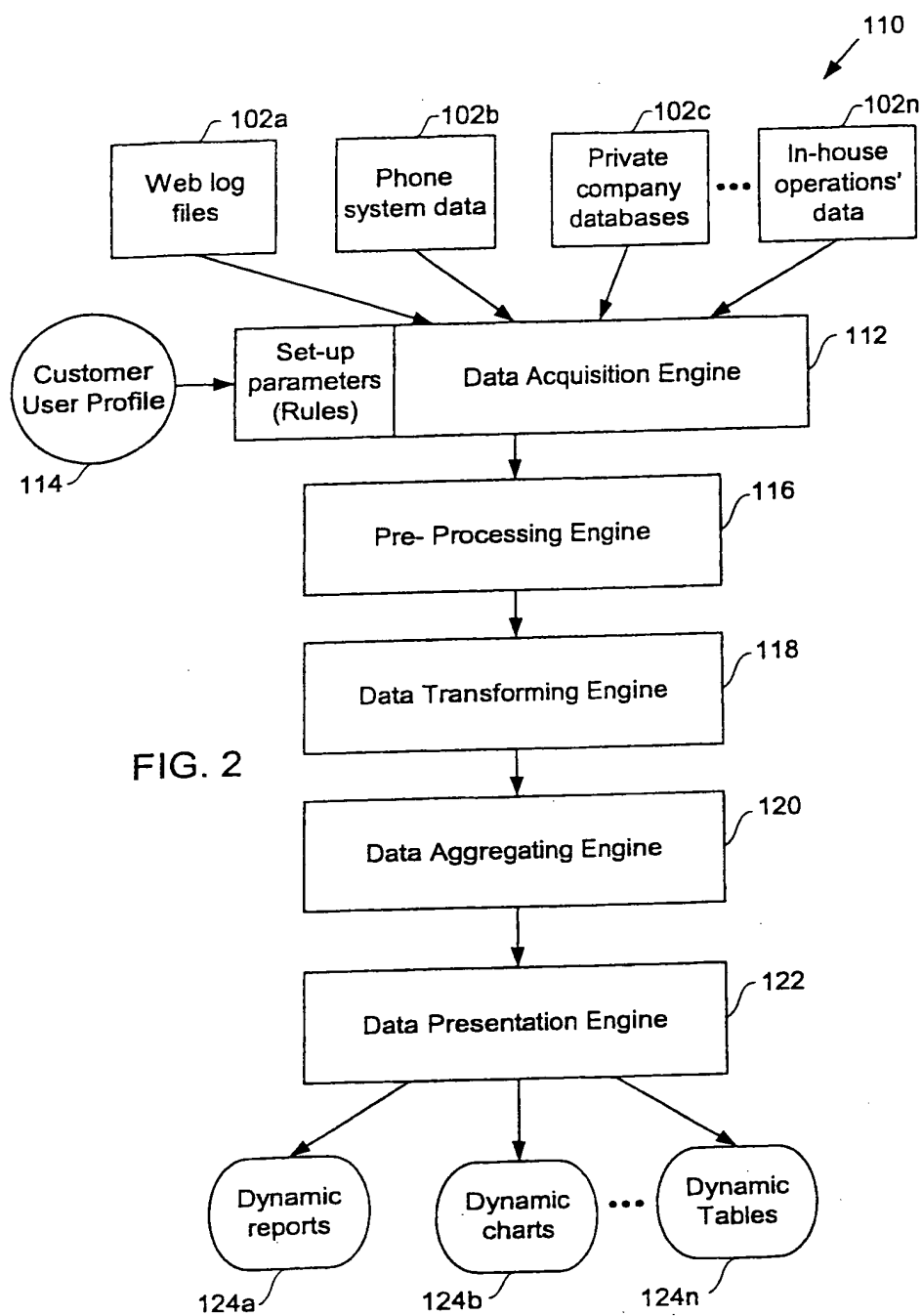


FIG. 1
(prior art)



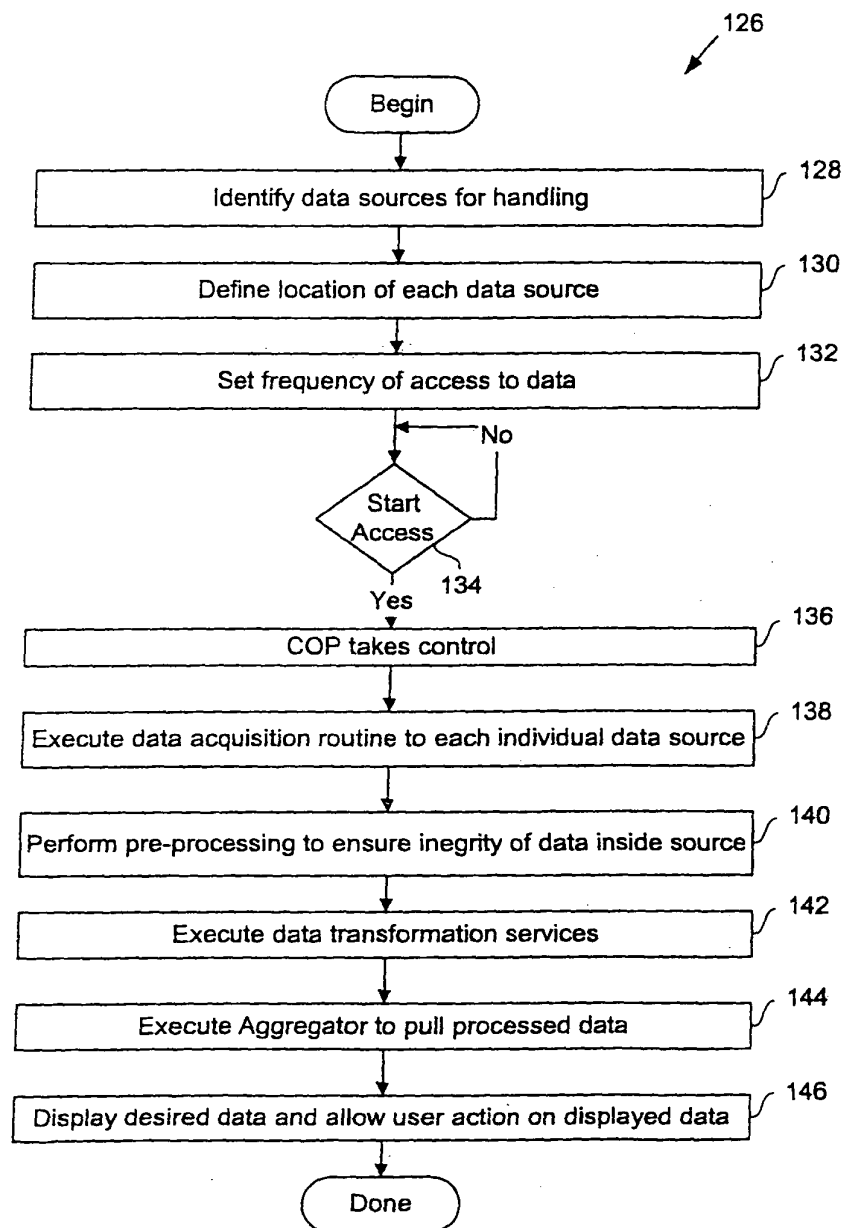


FIG. 3

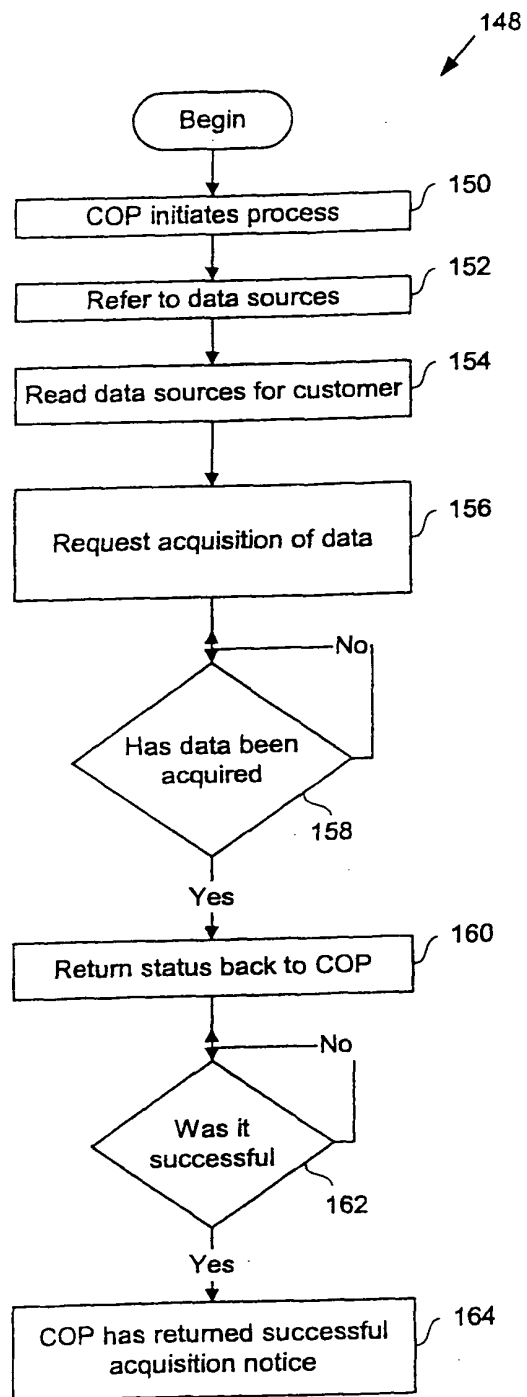


FIG. 4A

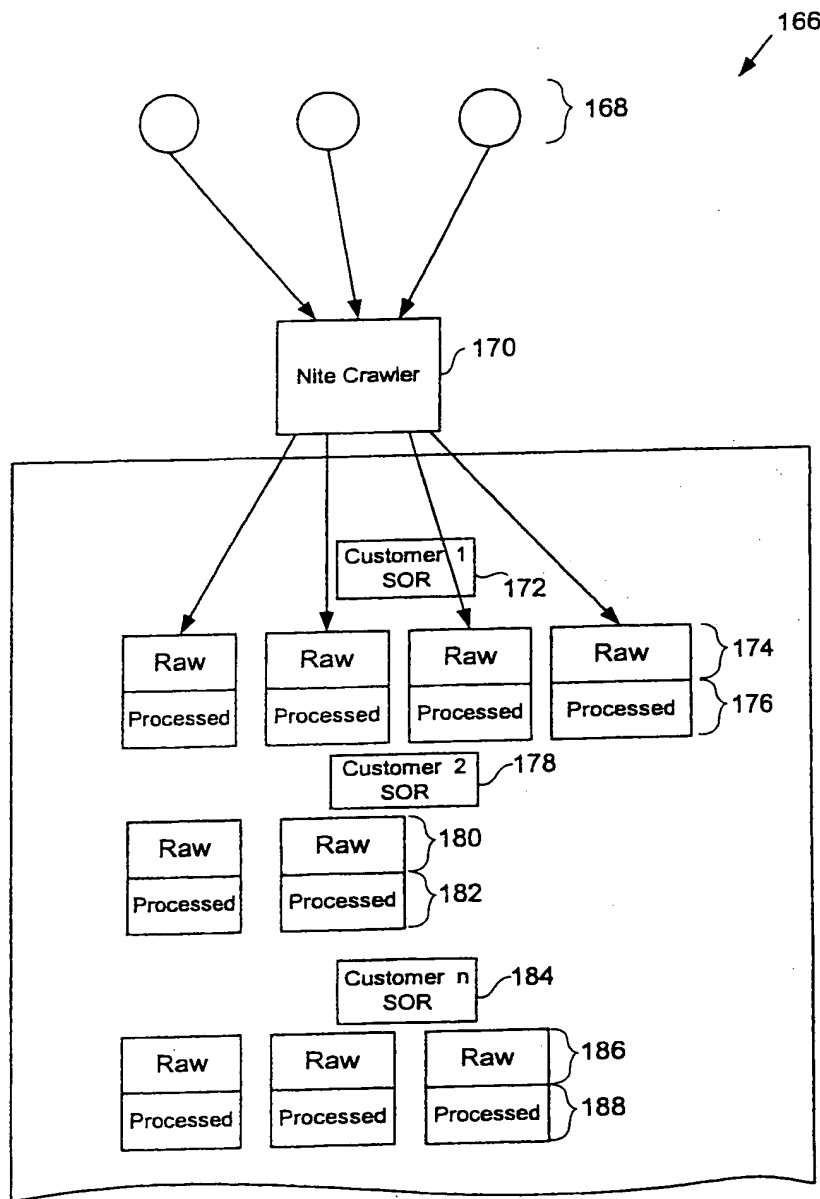


FIG. 4B

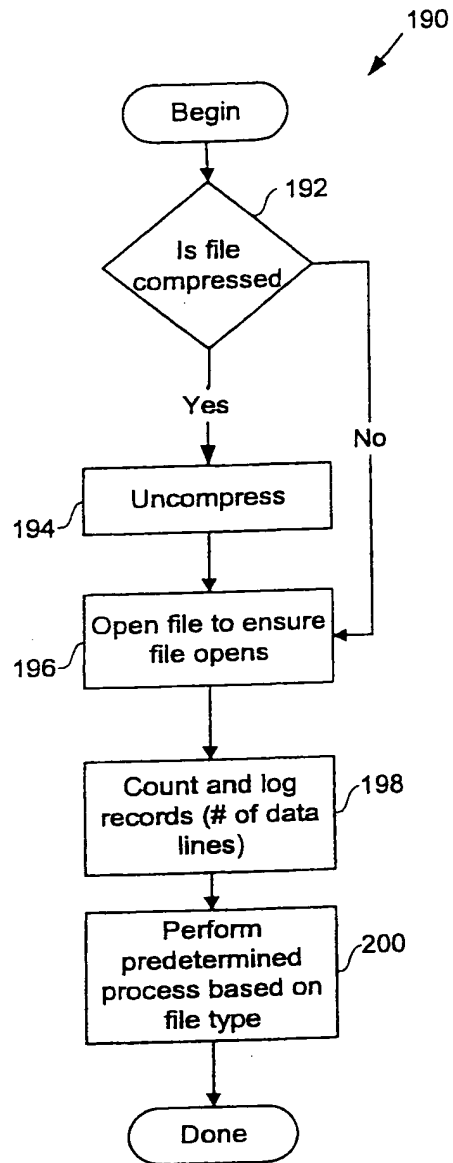


FIG. 5

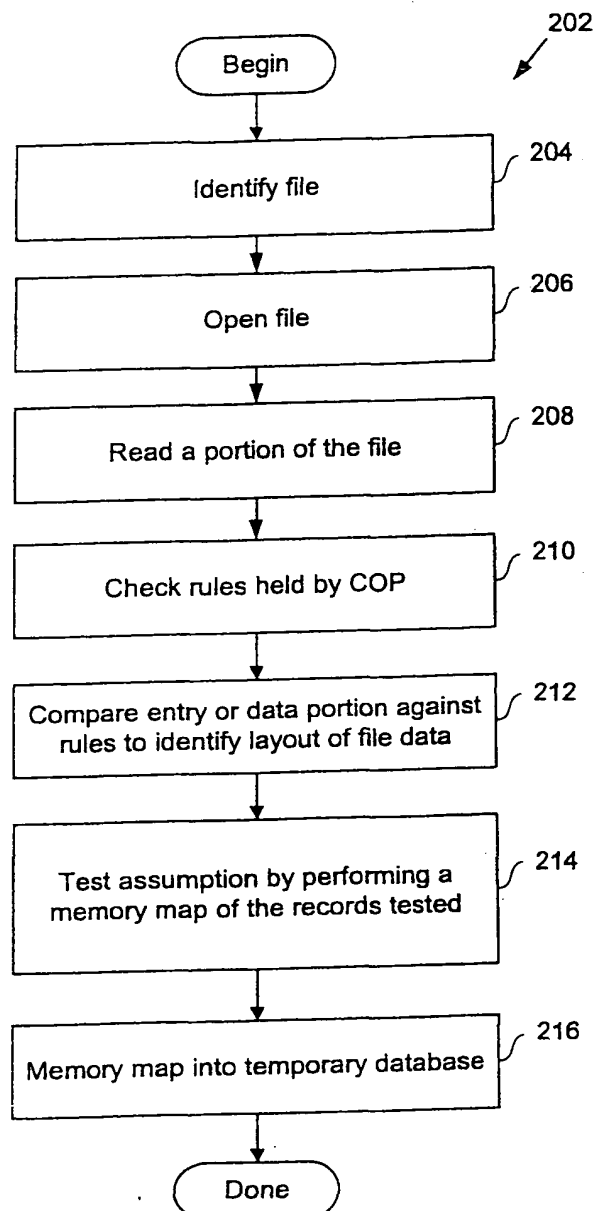


FIG. 6

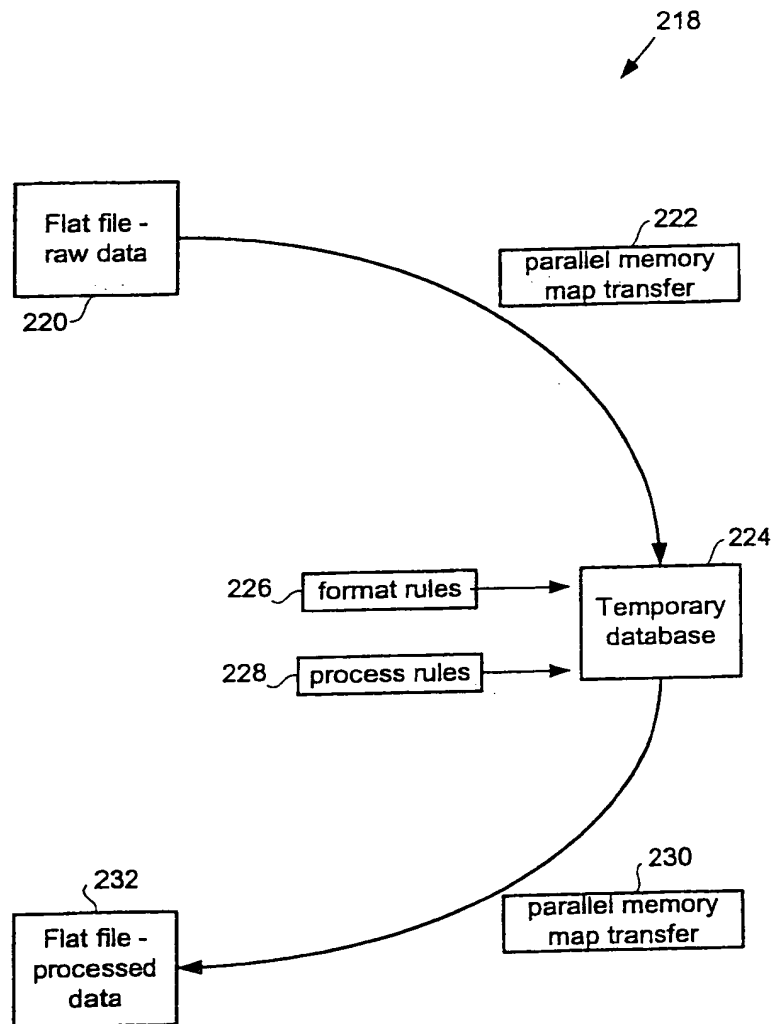


FIG. 7

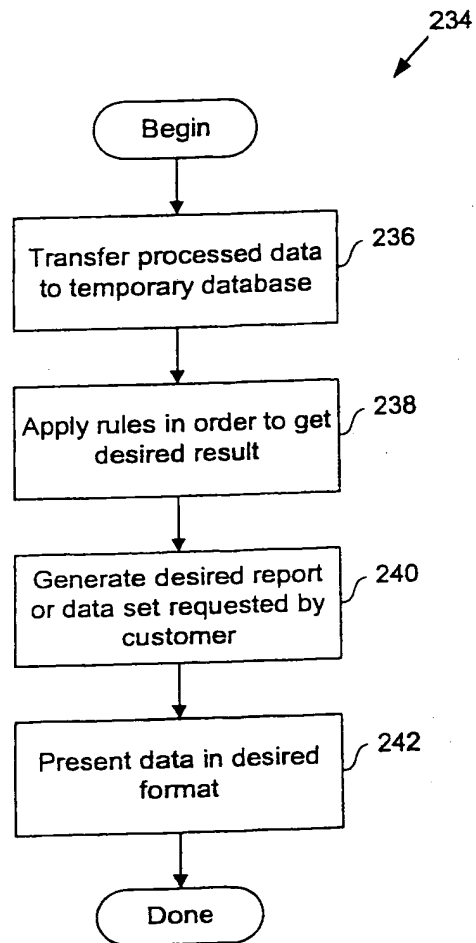


FIG. 8

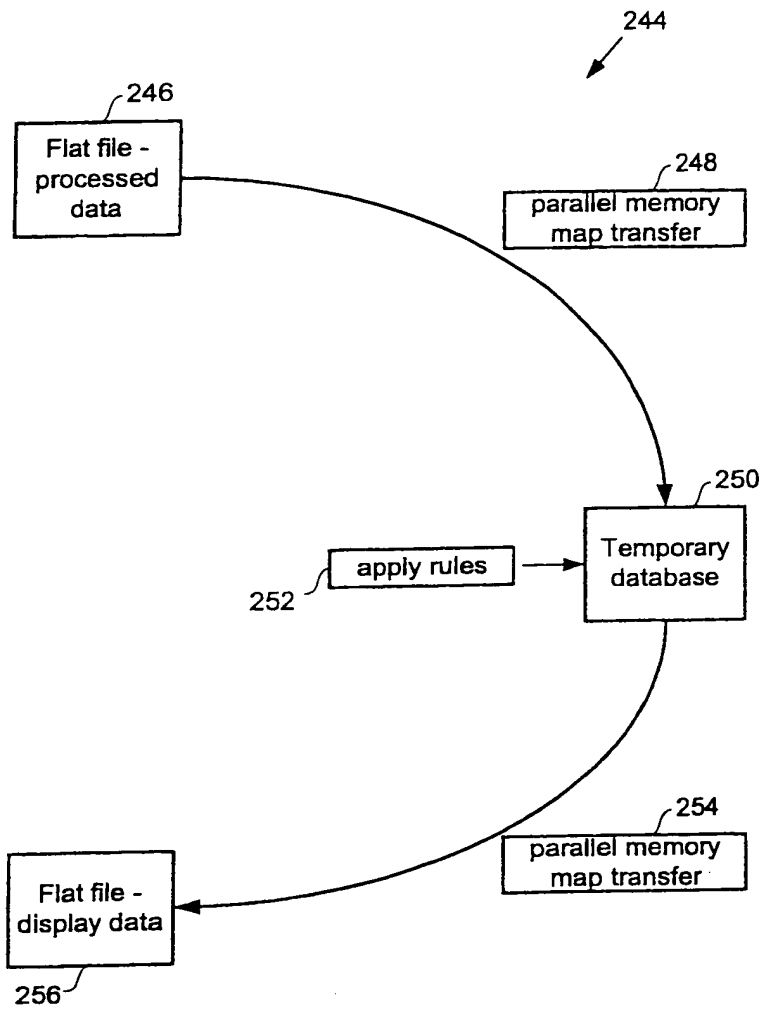
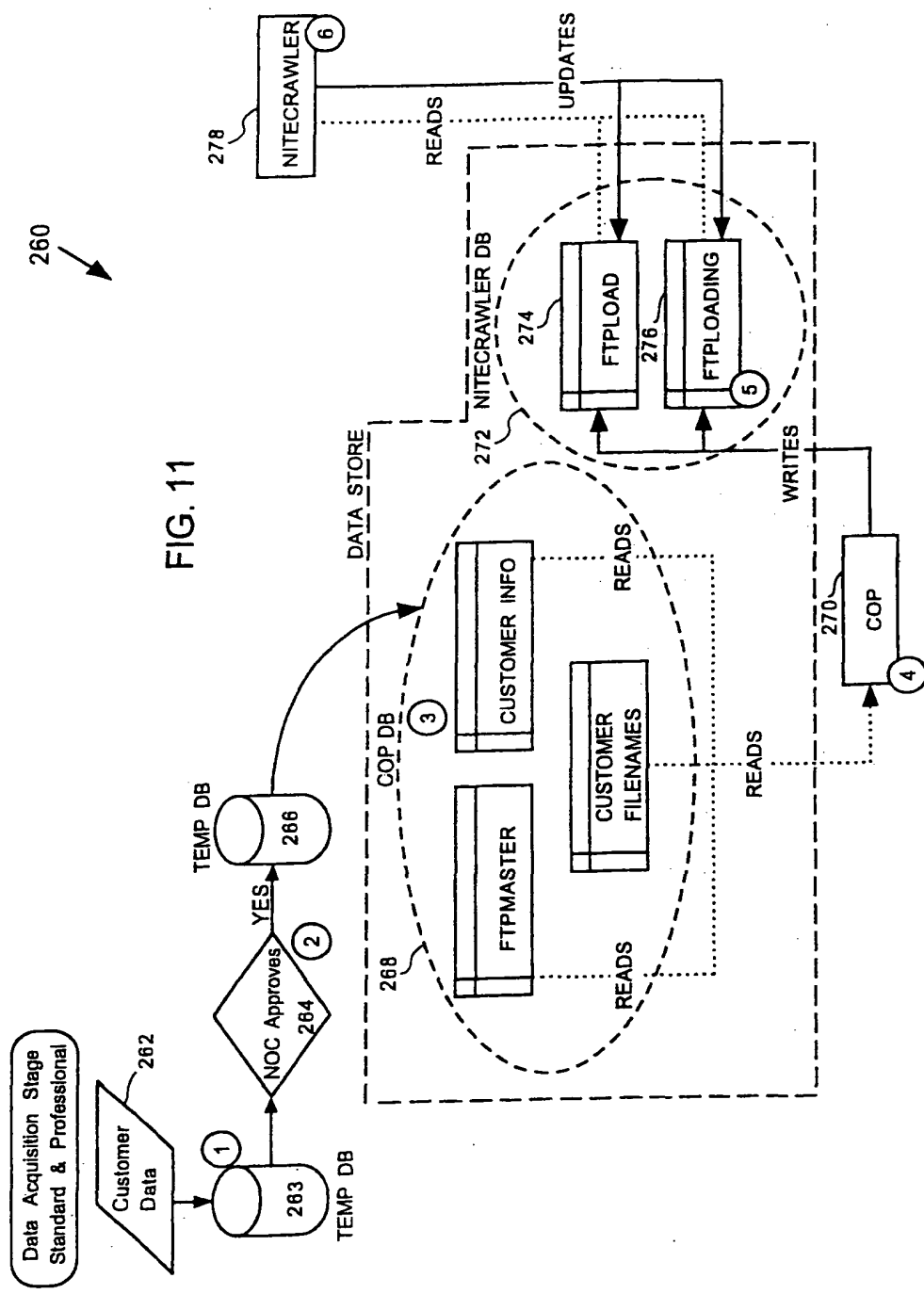
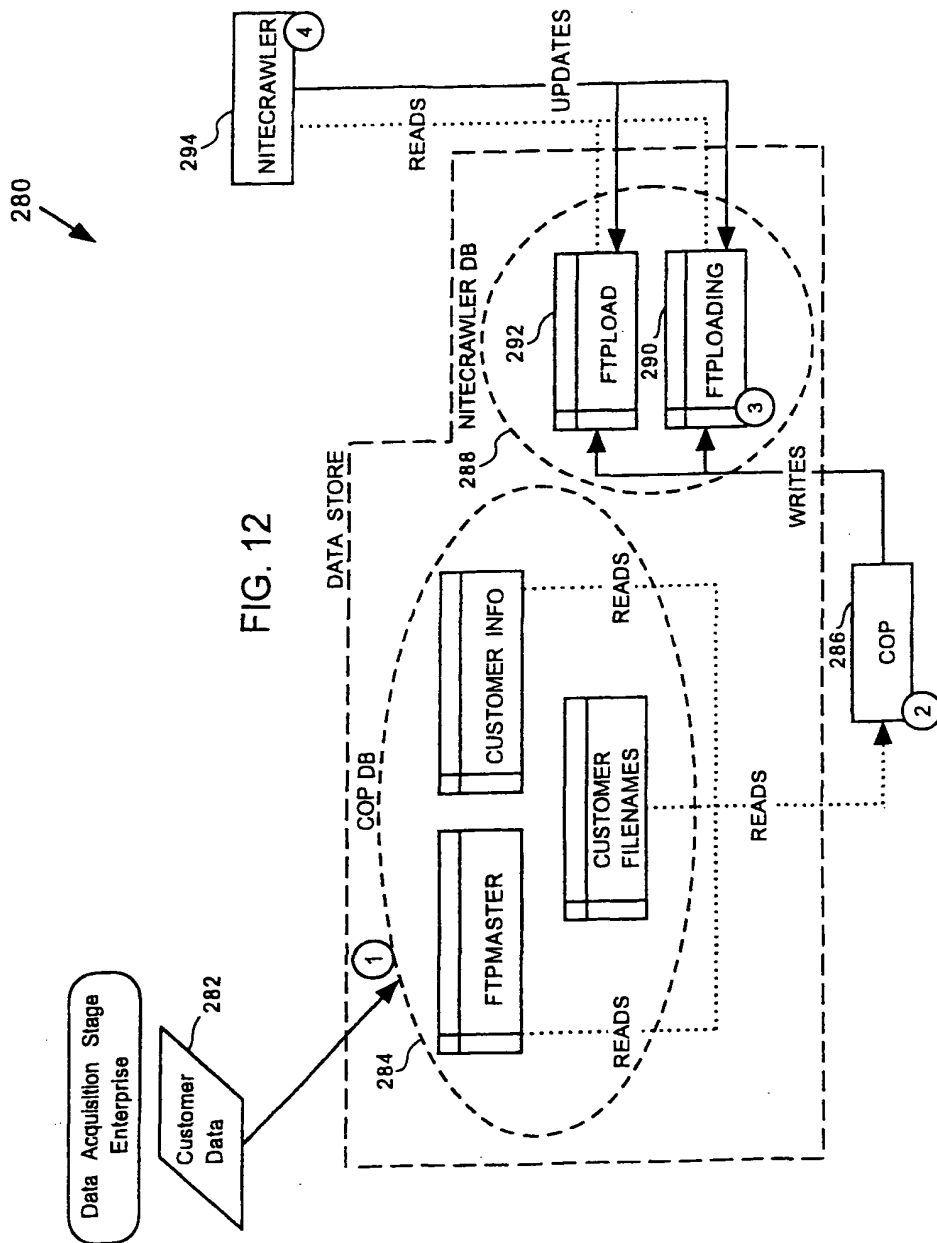


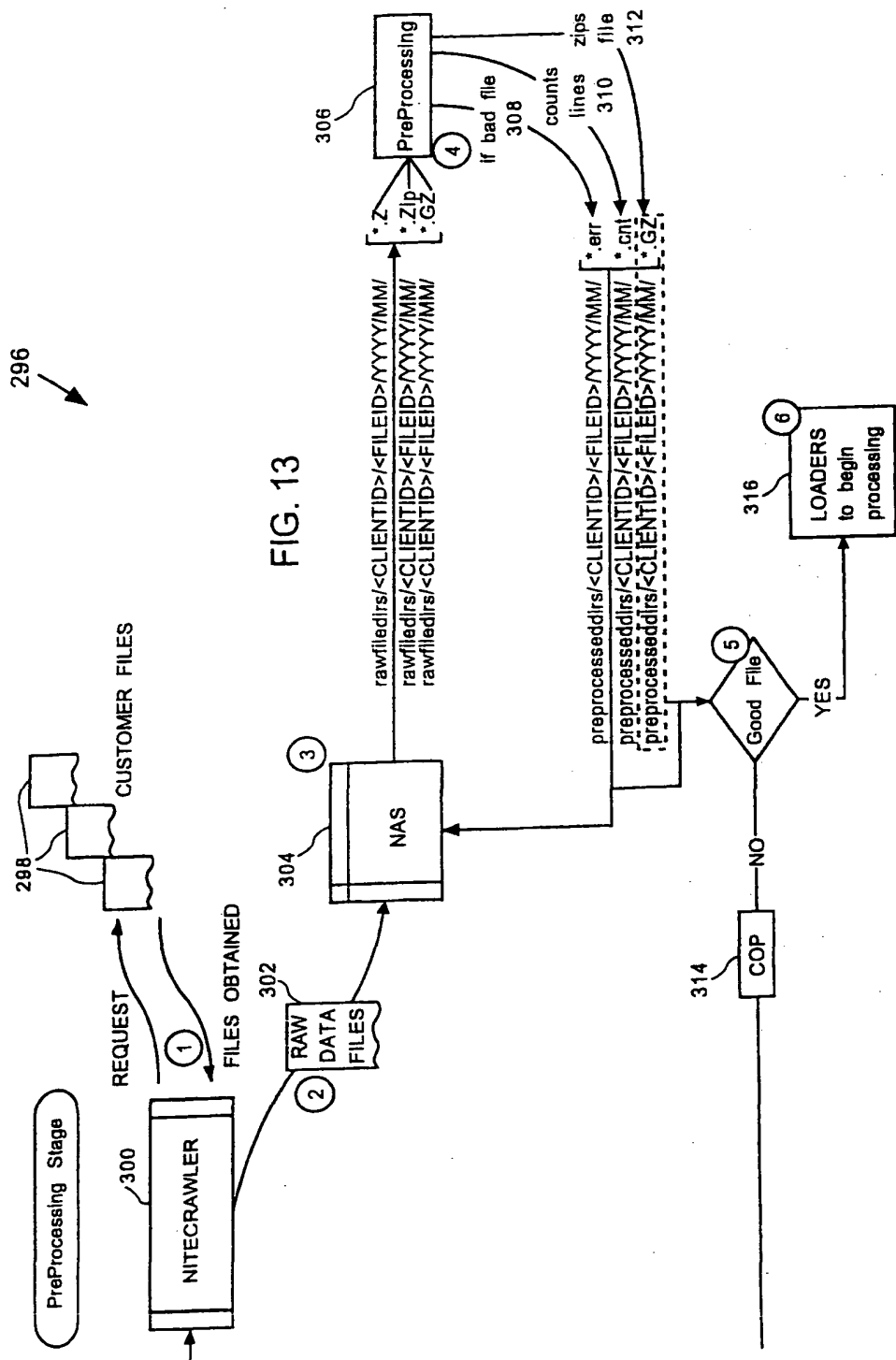
FIG. 9

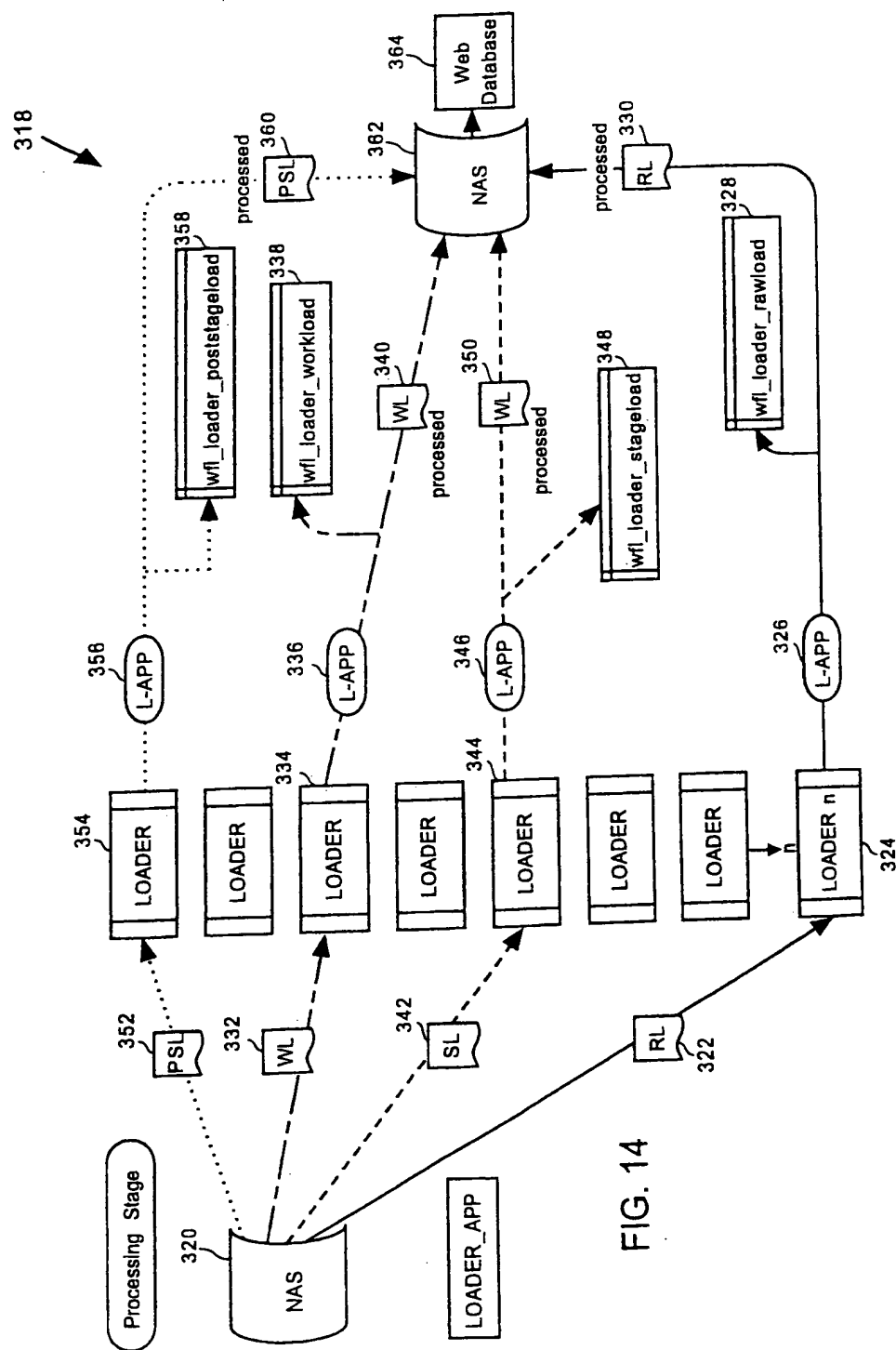
Channel	Country	visit year	visit month	visit week	visit day	Pageviews	Entrances	Exits	Singles
Argentina		2000	7	3	13	66,641	9,338	24,364	4,863
					14	221,872	14,066	25,418	5,781
					15	25,317	3,004	8,895	1,593
					Total	313,830	26,408	58,677	12,237
			Total			313,830	26,408	58,677	12,237
Brazil		2000	7	3	13	313,830	26,408	58,677	12,237
					14	403,917	6,892	8,934	453
					15	343,455	5,901	11,785	819
					Total	363,124	4,108	10,236	384
			Total			1,110,496	18,901	30,955	1,656
Chile		2000	7	3	13	10,647	1,402	4,217	701
					14	31,570	1,811	3,550	246
					15	5,593	487	2,073	213
					Total	47,810	3,500	9,840	1,160
			Total			47,810	3,500	9,840	1,160
Colombia		2000	7	3	Total	47,810	3,500	9,840	1,160
					Total	2,781	572	1,544	347

FIG. 10









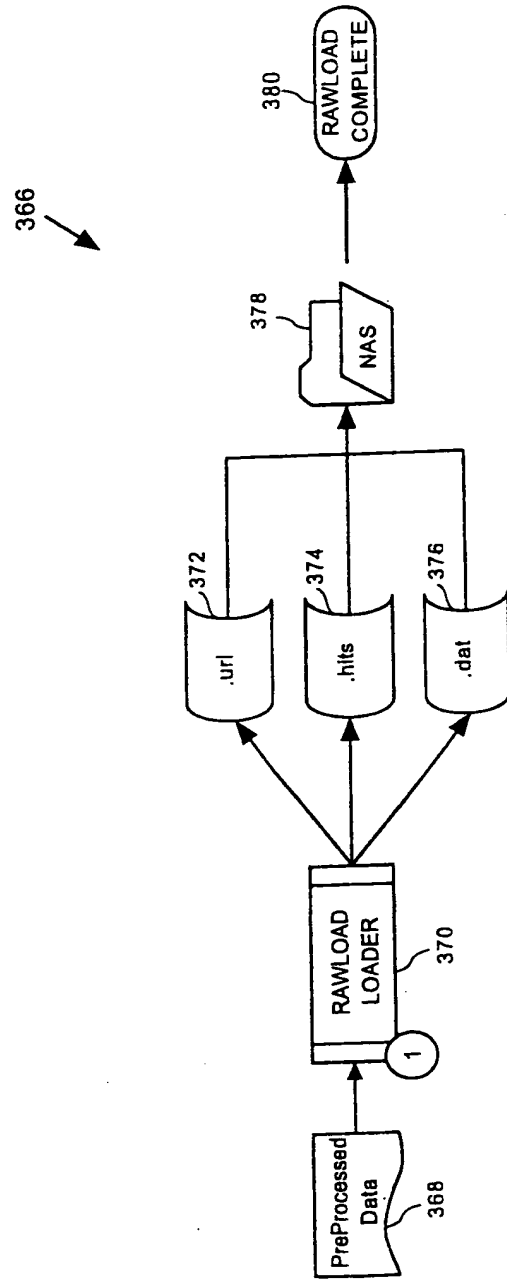


FIG. 15

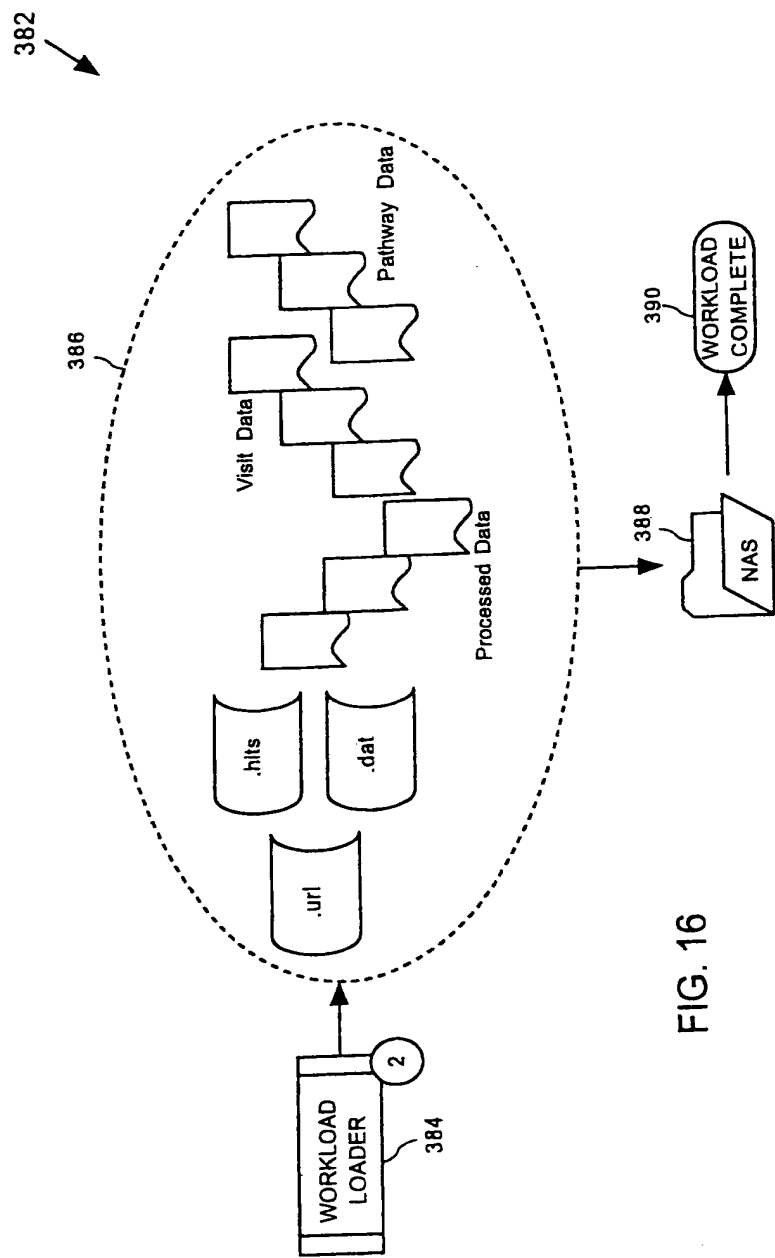


FIG. 16

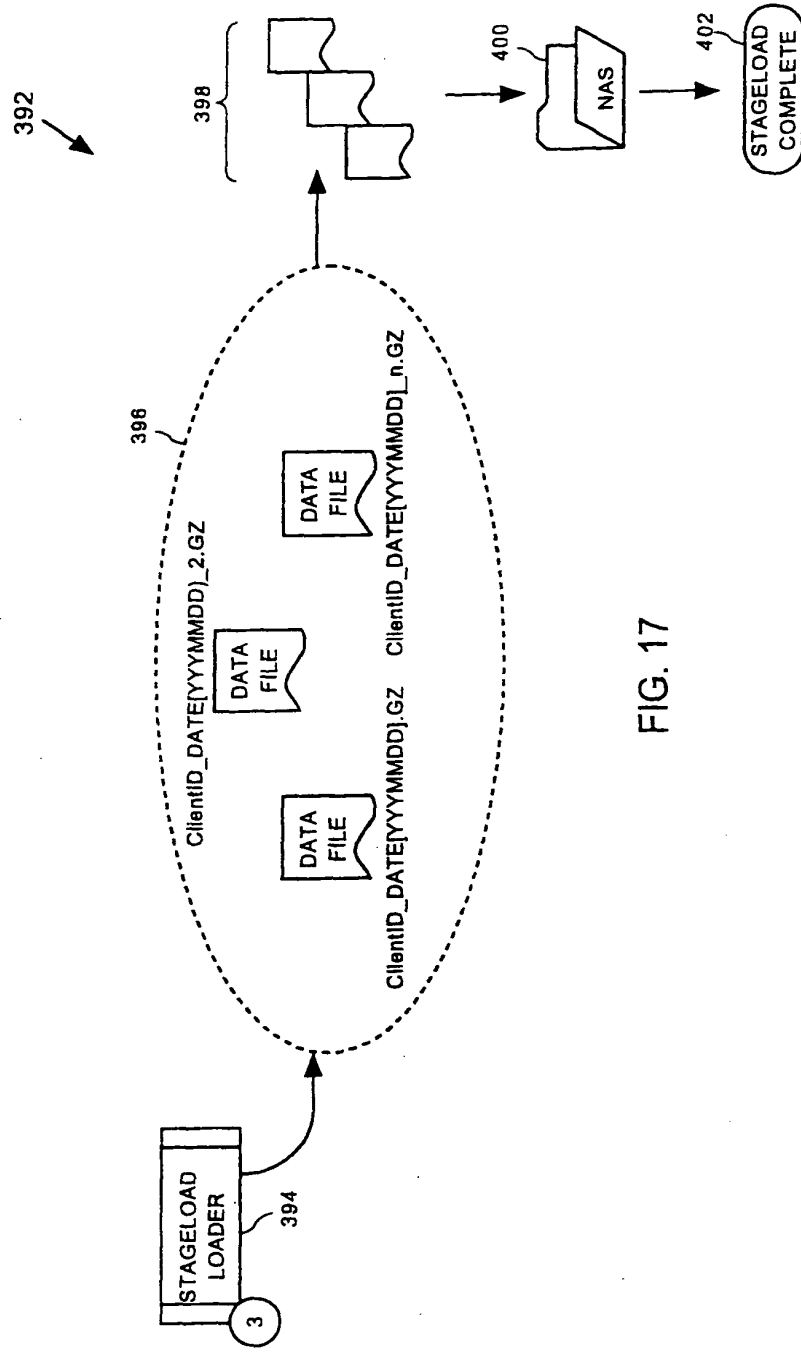


FIG. 17

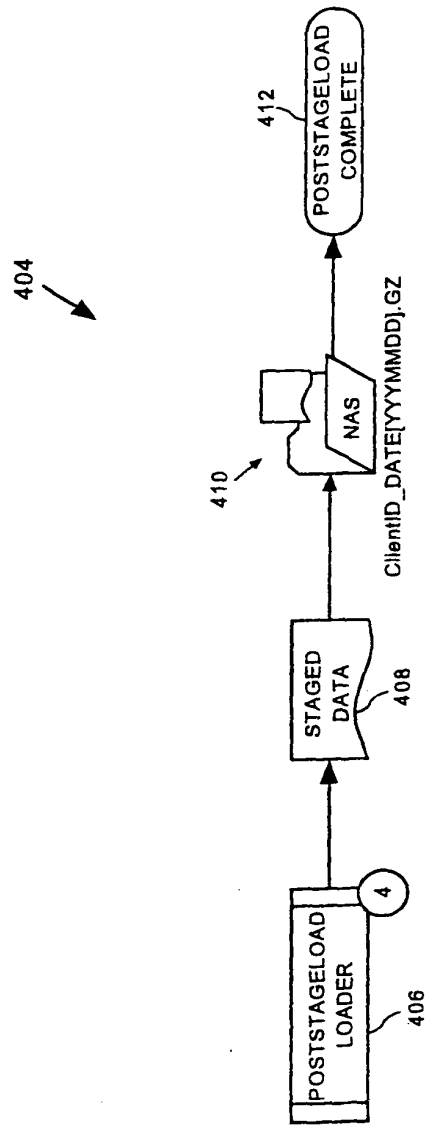


FIG. 18

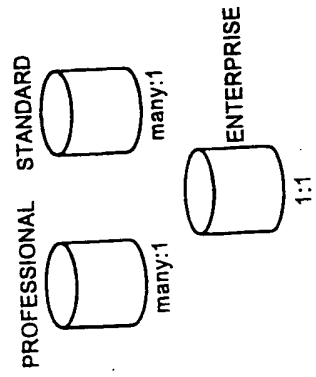
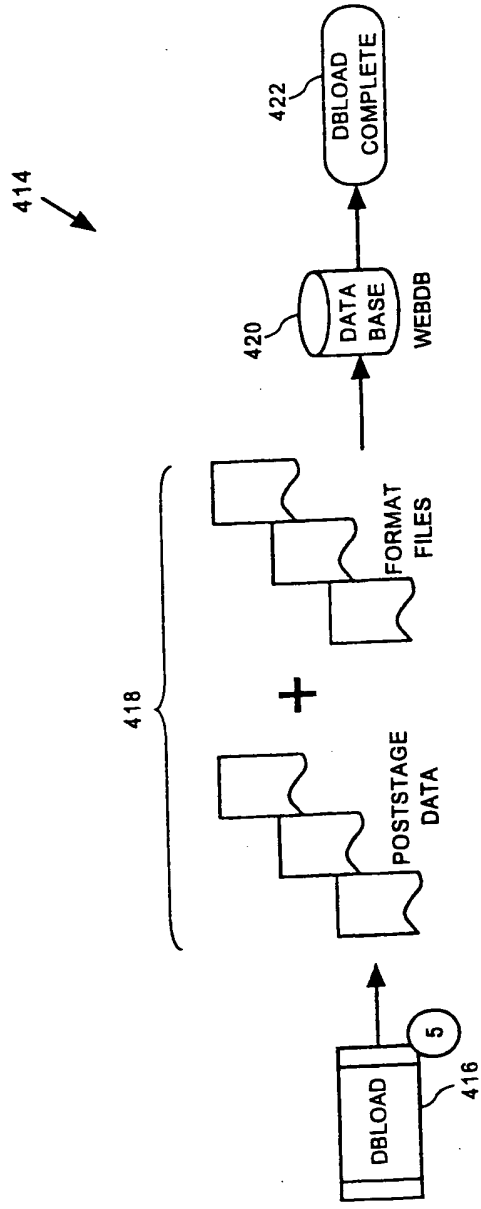


FIG. 19